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**MS-64**

**June – Examination 2020**

**Master of Business Administration  
Examination**

**International Marketing**

**Paper : MS-64**

*Time : 3 Hours ]*

*[ Maximum Marks : 70*

*Note :-* Attempt any *five* questions. Each question carries equal marks.

1. Examine the role of service institutions in developing Indian International Trade.
2. Examine the basis of existence of International Trade and Business.
3. Why should an international marketing manager monitor the trade, monetary and financial environment ? Discuss.

4. What are the major components that make up political risk ? Discuss.
5. Discuss the role of Banks in Export transactions. Name the documents needed for export proceeds.
6. Critically examine the present import-export policy of India.
7. Discuss the prevailing international distribution arrangements of foreign trade.
8. What are the major components of pricing for international trade ?
9. Describe the components of international advertising agency.
10. Devise the communication systems for effective control of international trade.

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